



**1st Creigiau Scout Group  
(Registered Charity No.1068401)**

**Social Media Policy & Guidelines (Version 18.2)**

**1. Introduction**

This policy has been developed to provide the Group's volunteers with a clear framework to work within to ensure effective, safe and legal use of social media and protect 1<sup>st</sup> Creigiau Scout Group's reputation and brand. It aims to help get the most out of social media to effectively promote the work and the vision of the Group.

This policy should be read together with the Group's Child Protection Policy and Scout Association Guidelines. This policy is designed to mirror the wider policy of the Cardiff & Vale Scout Area.

It is important that all social media activity that relates to the 1<sup>st</sup> Creigiau Scout Group is carried out within the context of this policy.

This policy is to be used by anyone engaged with the 1<sup>st</sup> Creigiau Scout Group and covers personal use where an individual may link themselves to the Group.

**2. Social Media**

Social media is an umbrella term for websites and online tools, which allow people to interact with each other. This can include sharing information, pictures, videos, opinions, news, information, knowledge and interests. It allows us to communicate in our personal lives and the way we engage with the people most relevant to us. When we say social media in this document, this applies to any internet tools and sites used for communication.

Popular brands include:

- Twitter (microblogging)
- Facebook (social networking)
- Instagram (Photos – videos shared from smart phone)
- YouTube (media – video – sharing)
- Flickr (image sharing).

Used appropriately social media complements and enhances traditional communication channels and opens new ways to engage with members of the Group: Leaders/ Sections, Volunteers, Parents and our Young People as well as the wider community. The potential benefits the Group using Social Media are:

- Engaging with our stakeholders (District, Area, Leaders/ Sections, Volunteers, Parents and Young people) and providing "real time" information quickly.
- Promoting the hard work of our Group's members and volunteers.
- Increasing awareness of events and campaigns.
- Managing perception and expectation – reacting quickly to positive/negative news
- Cost-effective communication.
- To be more accessible and increase interaction.
- Engaging with young people, existing volunteers and potential volunteers-in an interactive and conversational way.

It is important to remember the potential negative effects of Social Media, such as:

- Information is quickly circulated to a worldwide audience.
- Once information is shared, it cannot be retracted.
- Posts could damage the Group's reputation.

**3. Administration of the Group's Social Media accounts**

No social media account, representative of the Group, may be created without the consent and agreement of the GSL. All administrators for the Group's Social Media accounts, must ensure Passwords and access to the accounts are stored/shared safely and correctly.

When access to a corporate social media account is no longer required by an adult member, the GSL must ensure the password or other credentials are removed or changed immediately.

#### **4. Code of Conduct**

There are standards of online behaviour that are expected when representing the Group. The Group should be portrayed appropriately and accurately always. All users should be addressed and responded to respectfully.

##### **Be Professional**

- A professional social media presence provides a unique opportunity to share a perspective on what is going on in the Group and to promote excellence.
- Remember to consider content carefully before posting so it is appropriate. Appropriate behaviour takes into consideration well-considered language choices and equality and diversity in terms of gender / ethnicity / sexuality/ disability etc.
- Always conduct yourself on the internet as you would face-to-face and be aware of what you say and how you say it. If you wouldn't say or do something in the "real" world, then don't do it online.

##### **Be Responsible**

- Seek advice from the GSL if you do not know something and need to find answers.
- Be realistic about timescales for expected responses.
- When requested by the GSL, be prepared to report to the Group's Exec Committee on any activity, progress, outcomes etc,

##### **Safeguarding**

- Never provide personal details about young people or volunteers.
- Always ensure you have permission of the appropriate adult to use any photos of young people. Permission is identified in PDD, if you are unsure about whether it is permissible to post an image, do not do it.
- Never use names of young people on any photo or video caption.
- Only share appropriate photos and ensure these are compliant with the Group's Child Protection Policy (e.g. no images of children in swimwear).
- Ensure any posts comply with permissions outlined within the PDD.
- Never communicate with those under the age of 18 on a personal social networking account.
- Remember that anyone can view content on the internet. Posts on Social Media are accessible and easily shared to anyone
- Regularly check Security settings and page privacy settings to ensure they are up to date. Ultimate responsibility for this will fall to the GSL.
- Always ensure content and images are in keeping with the ethos of Scouting.
- When using closed groups (e.g. for Parents on Facebook) always remove parents whose children have left the section. Be prepared to moderate or delete posts from Parents if you consider them inappropriate.

#### **5. Social Media Checklist**

##### **What are your objectives?**

Before you start any social media activity, identify how it ties in with the Group's objectives. Why are you using this channel? What outcomes would you like to see?

- Think about your target audience
  - Will they find your content useful / informative?
  - Is it accessible to everybody?
- See it through
  - If you set up an online profile, page, group or join a conversation make sure you maintain it.
  - Before you start your activity, plan how you see it developing.
  - If it's a short-lived campaign, make sure you tie up loose ends when the campaign is over.
- Review and evaluate
  - Consider how you will measure the success of your social media campaign /activity.
  - Who will be responsible and how will you monitor and evaluate the effectiveness of the activity? Data Analytics, Post engagements?

- Get the right tone
  - Use plain and appropriate language and an informal tone. Write in the first person. This will help engage with your audience.
- Get your message across
  - Be clear, be concise, be accurate
- Accountability
  - Be open and admit to any mistakes you make. You are personally responsible for the content you post online.
- Stick to the rules
  - Always comply with relevant The Scout Association's Codes of Conduct
- Pause before you post
  - Review and evaluate anything you post on Social Media as it will soon be widely accessible to all.
- Reputation management
  - Remember if you are using social media as a representative of the Group you must protect and promote the Group's reputation.
- Seek advice
  - If you are in doubt about posting content or have found content online that gives you cause for concern, please contact the GSL for advice.

**Remember Mistakes Happen!**

If you make a mistake online or post something you shouldn't have, best practise is to change it and make it clear that you have corrected the post. If you believe the mistake to be serious and damaging, you must alert the GSL immediately.

**Before you post.... THINK:**

- **T** – Is it TRUE?
- **H** – is it HELPFUL?
- **I** – is it INSPIRING?
- **N** – is it NECESSARY?
- **K** – is it KIND?

This policy will be routinely updated by the Group Exec, as new social media and technologies advance.